

KUTY & ASSOCIATES, LLC

SECURITY MANAGEMENT, MARKETING & SALES CONSULTING

&



TEAM SOFTWARE, INC.

PRESENTS

Turning Troubled Waters Into Calm Seas

How to remain profitable in a down economy

Wednesday, October 21, 2009

MGM Grand Hotel

3799 Las Vegas Boulevard South

Las Vegas, NV

877-880-0880

*Do you have a strategic marketing plan and sales strategies for growth?
Do you have the right employees in place to help grow your company?
Are your operational strategies fundamentally sound for building a strong financial position? Are you aware of how technology can affect your bottom line?*

If you answered “no” to any of these questions, then “Changing Times” is a must attend seminar! You will learn how to develop effective marketing tactics to strengthen your organization. You will also learn how to strengthen the financial position of your company by utilizing technology. In addition, you will gain insight on the key issues facing our industry. This all-inclusive seminar is a great opportunity to get you on track with a road map to success for 2010 and beyond!

MGM Grand is offering attendees a discounted room rate of \$89.00/night. To book your room, call 877-880-0880 and give them the reservation ID code of TSV002.



SPEAKERS

Leaders in the Contract Security Profession

Gary H. Kutty, CEO Kutty Associates, LLC.

Gary is a nationally recognized management, marketing and sales consultant providing growth strategies, support and training for the contract security profession. A 30 year veteran of the contract security industry, he is also an accomplished lecturer and has published numerous articles in publications, such as Security Management, PI Magazine, NCISS Report and Services magazines, to name a few.

Shirley Pierini, CPP, PCI, Chief Security Officer Kendall-Jackson Family Enterprises

Shirley has more than 35 years in law enforcement and is a well recognized security executive worldwide. She served as manager of Executive Protection for Bank of America, owned her own security consulting business for more than 8 years and now enjoys teaching security management courses in addition to her current position. She served as President of ASIS International in 2004 and as Chairman of the Board 2005. She appeared on CNN following 9/11 and continues to serve as an expert in security management.

Dennis Hamilton, President, Hamilton Innovative

Dennis specializes in web site and newsletter marketing for the contract security and private investigative professions. With keen insight that stems from 20 years in field service support, sales and marketing, corporate education/training, management and web development technologies, Dennis will provide the simplified keys you need to make the web work for you.

Robert Perry, Robert H. Perry & Associates, Inc.

In 1977, Bob started Robert H. Perry & Associates, Inc., a firm that specializes in managing the sale of privately-held security guard companies. Since that time, RHPA has represented over 150 sellers of security guard companies located in the United States, Canada, Western Europe, South America, the Caribbean and the Middle East. Bob manages the day to day activities of the firm and is a frequent lecturer on mergers and acquisitions at the Wake Forest Babcock School of Management.

Jeffrey R. Berg, Security Industry Insurance/Risk Management Consultant

Jeffrey R. Berg has over 35 years of commercial insurance experience. Mr. Berg founded his own insurance brokerage firm, in the late 1980's after employment with some of the largest privately held insurance firms in the New York area. Over the past 18 years, Mr. Berg has specialized in providing for the business insurance needs of contract security firms around the country. He currently offers his services as an insurance and risk management consultant to contract security firms.

Seminar Sponsors

TEAM Software, Inc.

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AGENDA

8:00 – 8:30 A.M.	Registration
8:30 – 9:45	How to Remain Profitable in a Down Economy – Marketing Techniques that Work
9:45 – 10:00	Break
10:00 – 11:15	How to Make Your Web Site Work for You, Not Against You
11:15– 12:15	Insurance & Risk Management 101 – How to get the best price & coverage available
12:15 – 1:15	Lunch
1:15 – 2:30	So, You Want to be My Security Contractor? What Security Managers Expect from Contractors
2:30 – 3:15	Hire Slow – Fire Fast – The Secrets of Effective Hiring Techniques for Sales Personnel
3:15 – 3:30	Break
3:30 – 4:45	Challenges and Opportunities When Selling a Security Guard Company in Today's Economy
4:45 – 5:00	Q & A with Speaker Panel

Discussion Topics

- How to compete in a down economy
- What end users expect from their security contractors
- How your web site & electronic marketing can work for you
- How to get the best insurance prices and coverage available
- Knowing & understanding policy language/minimizing risks
- How to effectively hire key sales personnel
- When is the right time to sell and how to prepare

To Register

A value at \$149.00: To reserve a spot at this seminar, please call TEAM Software at 1-800-500-4499 or visit www.teamfinancial.com, click on News & Events, then click on "Turning Troubled Waters Into Calm Seas Seminar". Please complete the online form. You will receive a reply via e-mail to confirm your registration.